



STRATEGIC PLAN

2020-2023

Vision Statement:

Empowering Alabama to live well.

(Revised) Mission:

The mission of APTA Alabama is to maximize health and movement in Alabama through engagement, advocacy, education, and innovation.

GOAL #1: ENGAGE

Engage All Stakeholders

Objective #1: Consumers

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Community Activities (schools collectively organize) <ul style="list-style-type: none"> Targeting Community Outreach Get Future Practitioners Involved Increase Visibility of Profession 	Sponsor Activities <ul style="list-style-type: none"> Participating Challenges Educational Materials Movement Checkups Sponsor Event in Medically Underserved Area (wellness, info session) High School Visit (minority communities)	Increased Engagement and Visibility	No	1 year	SIG Chairs, Secretary, PTA Rep at Large	PR Chair & Committees
Align with APTA's Brand	Create a Clear Message/Tag Line <ul style="list-style-type: none"> Video Messages Use Infographics Diversity, Equity, and Inclusion (DEI) Corner Include the APTA Statement on DEI on the Website	Increase Awareness of PT Role Increase Awareness of DEI in the State	No	1 year	PR Committee	President, PR Chair, Reps at Large, ED

Objective 2: Potential New Members						
Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Expand PT Night Out	Appoint a Member in Key Cities to Organize at Least 3 Per Year <ul style="list-style-type: none"> Build Contact List Per Location 	Increased Engagement as well as Increased Membership	No	1 year	Membership Committee PR Committee	Membership Committee PR Committee
Grow the Student and EP SIGs - Give Them a Meaningful Purpose	EPSIG Members Present to Graduating Classes <ul style="list-style-type: none"> Connect Students in SSIG w/Members of EPSIG Develop Mentorship Pathways (DEI) 	Increased Awareness of the SIGs to Bridge the Gap and Convert Into EP Assist Students With the Transition From Student to EP	Yes No	2 years Yes	SIG Chairs	Secretary, Reps at Large, Membership Committee
Objective 3: Current Members						
Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Leadership Development	Leadership Development Programming <ul style="list-style-type: none"> Send at Least One Member to the APTA Centennial Scholars Program Include SIG Chairs in Chapter Council Meetings Education Focused on DEI 	Trained and Engaged Leadership Willing to Volunteer to serve the Chapter/ Members	Yes	1 year	Education Committee	Education Committee, ED
Increase Social Media Followers	Follow Clinics and Hospitals in AL <ul style="list-style-type: none"> Video Messages Use Infographics 	Increased Engagement	No	6 months	PR Committee	Membership Committee, PR Committee

GOAL #2: ADVOCATE

Advocate for Consumer Access to Physical Therapy

Objective #1: Obtain Unrestricted Direct Access

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Mobilize Grassroots	Update Key Contact List	Increased Contact With Legislators	Minimal	4 months	GAC, Reps at Large, PR Committee, Lobbyist	Board, ED, Lobbyist
	Attend Town Halls & Fundraisers for Legislators	Increased Advocates for PT Involved in Legislator Campaigns				
	Be Intentional With Contacts in Underserved Areas					
Increase PAC Funds	Develop Tiers of Giving	Increase Number of Auto Donations \$25,000/QTR	\$1,000	4 months	GAC, PAC, President	GAC, PAC, President
	Meet with 10 Large Corporate Groups					

Objective 2: Obtain Payment for Physical Therapy Services Without Physician Referral

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Meet with BCBSAL, Viva	Identify Stakeholders/ Contacts	Receive Payment for Evaluations, Interventions	<\$1,000	8 months	Practice & Payment Chair, President, GAC	BOD
	Create/Disseminate Materials					

Objective 3: Increase Consumer Awareness of Direct Access

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Create Multimedia Resources - Reach Variety of Audiences	Create YOUTUBE Videos	Increase Consumer Awareness of Benefits of Early PT Intervention	<\$1,000 Apply for a Private Practice Section Grant	6 months	PR Committee, Reps at Large, President	GAC and PAC Chairs
	Publish Ads/Op-eds in AARP					
	Op-ed for Underserved Populations					

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Community Outreach (ie, church, ALFs, schools, gyms, club level sports, employers, underserved areas)	Identify Community Stakeholders/Key Contacts Identify Areas in the State Where PT is Needed, but not Accessible	# of Touch Points or Contacts/MO Decrease % of Practitioners who Report They Do Not Use DA Because Patients are Unaware of DA Decrease % of Practitioners who Report not Using DA Due to Fear of Non-payment Create Evidence Based Talking Points for Increasing PT Services in All Underserved Areas	<\$1,000	6-8 months	PR Committee, Membership Committee, Reps at Large, President	GAC and PAC Chairs

Objective 4: Increase Utilization of Direct Access by Practitioners

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Educate Practitioners	<ul style="list-style-type: none"> Identify Barriers to Not Using DA Develop Resources Identify Mentors by Contacting PPS for Peer to Peer Mentoring 	% of Practitioners Reporting Use of DA = 15%	<\$1,000	Ongoing	All	
Provide Ongoing Support	Develop Work Group or SIG					

GOAL #3: EDUCATE

PROVIDE EDUCATIONAL OPPORTUNITIES FOR ALL STAKEHOLDERS TO MAXIMIZE HEALTH, WELLBEING AND MOVEMENT

Objective #1: Continue to Reinvent Conferences

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Grow the Annual Conference	<p>Expand Exhibitor Presence/Role:</p> <ul style="list-style-type: none"> • Broaden Exhibitor List • Allocate Time for Sponsors and Exhibitors to Speak to Participants (eg, During "Breakfast") • Continue to Explore Exhibit Hall Hours/Fees • Explore Advertising/ Sponsorship for Virtual Offerings • Include Virtual and Onsite Course Options <p>Allow In-Person and Virtual Business Meeting Attendance</p> <p>Improve Social Presence/ Networking</p> <ul style="list-style-type: none"> a. Include a DEI Activity b. Student/ Professional <p>Incorporate Research Presentations (Posters, Platforms)</p>	<p>Increase the # and Variety of Exhibitors</p> <p>Alternative Revenue Streams for Education</p> <p>Increase Attendance #s and Involvement</p> <p>Every Meeting Will Include a Social/Networking Event</p> <p>Provide and Encourage Members With Opportunities to Present Research</p>	Positive Revenue Generation	<p>Ongoing</p> <p>August 2021</p> <p>August 2021</p> <p>August 2021</p>	Education Committee, ED, Chapter Council	All

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
	Increase Targeted Course Offerings (e.g. Students, PTAs, DEI)	Improve Numbers & Engagement From Factions With Limited Attendance	Speaker Honorarium and Virtual Platforms (+) Net Revenue From Course Registration Meeting Costs for Live Events With Sponsors, Minimal Impact; Without Sponsors, TBD	August 2021		
Explore Feasibility of a Second Conference	Determine Effect on Budget Survey Members to Gauge Interest in Attending a Second Conference (Include DEI Language) Consider Alternative Focus (eg. Leadership/ Management)	Increase Revenue and Increase Year-Round Engagement Gauge Interest Determine an Alternative Meeting Focus	Honorarium, Meeting Services, Advertising, Registration Revenue	October 2020 October 2020 October 2020	Education Committee, ED, Chapter Council	All

Objective 2: Formalize a Pilot for Regional Courses (Develop Plans for Alternative Methods to Deliver Educational Courses)

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Develop Live Regional Course Offerings	Identify Facility/ Individual Liaison to Host Regional Courses (PT/PTA Schools, Clinics) <ul style="list-style-type: none"> • Create a Facility Contract 	Generate a List of Individuals/ Facilities Capable of Hosting Regional Courses	None	January 2021	Education Committee, ED, Chapter Council	All
	Develop a Regional Course Calendar, Utilizing Various Regions of the State <ul style="list-style-type: none"> • Develop Regional Town Hall Meetings • Develop List of Potential Topics/ Speakers/ Vendor Support • Make Calendar Accessible to Members and all Licensees via the Website 	Create a Calendar That Will Allow Better Projections for Revenue Generation	None for the Calendar. Once Implemented, Expenditures Will Include Honorariums (\$100/HR and Catering Costs)	January 2021	Education Committee, ED	
	Improve Publicity Strategies for Course Offerings	Implement a Publicity Procedure for Educational Offerings	Minimal. May Increase if Mailing (eg Postcards) or Purchase of Mailing List	July 2021	Education Committee, PR Committee, ED	
	Encourage DEI Concepts in Course Concepts					

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Develop Virtual Course Offerings	<p>Repurpose Annual Conference Sessions by Recording and Offering Virtually</p> <ul style="list-style-type: none"> • Determine Feasibility of Recording Annual Conference Sessions (Technology, Cost, etc.) <p>Encouraging DEI Concepts in Course Concepts</p> <p>Develop Course Offerings Suitable for Virtual Delivery</p> <ul style="list-style-type: none"> • Develop List of Potential Topics/ Speakers • Explore “Partners” for Virtual Courses <p>Explore Advertising and Sponsorship Options for Virtual Courses</p>	<p>(+) Expenditures Related to the Learning Platform</p> <p>(+) Revenue Generation - Should be Cost Neutral to Revenue Generating</p> <p>To have a Library of Virtual Courses Available That Would Generate Revenue</p>	<p>Revenue Generating (Expenditures Will Include Honorarium, Virtual Technology, Learning Platform Fees, Advertising)</p> <p>Same as Above</p>	January 2021	Education Committee, ED	All

GOAL #4: INNOVATE

Objective #1: Change Our Mentality to Move Beyond Insurance and Innovate! Reinvent!

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Educational Platforms	Create 4 Social Media Sessions	>100 Viewership	<\$1,000	12 mo	PR/Practice/ Education Committees	All
	Create 1 Educational Session	>20 Downloads/ Viewership	<\$1,000	12 mo		
Resource List	Create a Resource List	>100 Downloads/ Clicks	<\$1,000	3 mo	PR Committee	PR Committee
Innovate Network	Create a Network	>25 members	<\$500	3 mo	PR Committee	PR Committee

Objective 2: Find New Ways to Increase Revenue

Strategies	Tasks	Desired Outcome	Budget Impact	Timeline	Responsibility	Who Needs to Know?
Website Advertising	Set Pricing	>10 Businesses	<\$500	12 mo	PR Committee	All
	Grow Traffic					
	Market to Businesses					
Regain Ability to Approve Continuing Education in AL	Create Proposal Meet With PT Board Create CE Review Committee	Regain Ability to Approve Continuing Education	None	12 mo	President, VP, Education Committee	All